

Effect of Sensory Marketing on Repurchase Buying Intention on E-Commerce Platforms Through Satisfaction, Trust and Word of Mouth in Vietnam

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Abstract

This study was conducted with the goal of exploring and assessing the impact of sensory marketing on young people aged 18 to 25 years old in Hanoi's repeat purchase intention on e-commerce platforms. The research was done with 595 respondents who met the author group's criteria. SPSS 26.0 software (scale testing using Cronbach's Alpha coefficient, exploratory factor analysis, EFA) and AMOS 24.0 software were used to analyze and evaluate the data (CFA confirmatory factor analysis). The findings suggest that the influence of sensory marketing has a beneficial impact on young people's inclination to buy fashion clothes and goods on e-commerce platforms again.

Keywords: Sensory marketing, multi-sensory marketing, e-commerce, repeat purchase, Hanoi, young people.

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1. Introduction

The impending Industrial Revolution 4.0 has become a driving force for global e-commerce as well as Vietnam's rising economy, particularly cross-border e-commerce operations, drawing in a large number of individuals. Cross-border e-commerce is quickly becoming a critical component of the global economy and an unavoidable trend from which no nation can escape.

Despite the detrimental effects of the COVID-19 pandemic in 2021, Vietnam's e-commerce continues to expand at a rapid pace, making it one of the fastest growing e-commerce marketplaces in Southeast Asia. ASIAN. According to projections by world-renowned firms such as Google, Temasek, and Bain & Company, Vietnam's digital economy would likely reach the barrier of 52 billion USD by 2025, putting the country in third place in the ASEAN region.

In the case of the fashion sector, due to e-commerce, the fashion retail industry is growing at a faster, more consistent, and brighter rate than ever before, with ever-increasing profits. The industry is increasingly integrating extremely actively with technology, with regular help from computers and purchasing platforms, and this may be dubbed "fashion's largest reboot." Shop on the internet. However, as part of its operation and growth, the e-commerce business in Vietnam confronts obstacles such as poor consumer trust in e-commerce platforms and a lack of investment in customer experience. Carefully,... Customers' intents to make repeat purchases on e-commerce platforms have been influenced by these barriers to some extent.

On e-commerce platforms, repeat purchase intent is impacted not just by concrete variables, but also by the buyer's sentiments. In a competitive exchange environment like an e-commerce platform, the direct impact on customer experience before, during, and after a purchase is a foundation for customers' future purchase intentions, such as improving and providing a good experience from the start, encouraging users to buy, recommending from purchase history, and exceeding customer expectations. As a result, sensory marketing is one of the methods that marketers may use to reach consumers' thoughts. As a result, managers may benefit from a better knowledge of the influence of sensory marketing on recurrent buy intent on e-commerce platforms.

2. Literature Review and Theoretical Framework

2.1 Literature Review

Sensory marketing

Sensory marketing - Multi-sensory marketing in general is observed in affecting the 5 main human senses including: Sight, smell, sound, taste and touch. The research team defines and considers each sensory element separately through available research.

Sight

Sight is widely regarded as the strongest human sense, as well as the sense that gives humans their most appealing appearance. When a new design, product packaging, or low-quality shop is introduced to the market, people's eyes and visual systems enable them to identify change and distinction (Hultén, B., Broweus, N., & van Dijk, M., 2009). Michel Wedel, Rik Pieters (2007); Elder, R. S., & Krishna, A. (2012) point out that visual (via visual) marketing is generally regarded as essential in terms of customer impact. Through the ubiquitous image of perception, the art of visual marketing has a favorable impact on customer product assessment.

Smell

The sense of smell is also crucial, and Hulten et al. (2009) indicate that it is intimately linked to our emotional life and that fragrance may have a significant impact on our emotions. A person can recall over 10,000 distinct odors. More precisely, according to Vlahos, J. (2007), fragrance marketing is part of a bigger concept known as "branding via all senses," regardless of whether the product is an apartment or an automobile. According to Spangenberg et al. (1996) and Ellen et al. (1998), a pleasant odor influences consumers' perceptions of the shop (and certain items), purchase intentions, and time spent within the store.

Sound

According to Lindstrom M. and Kotler P. (2005), the noises we hear do have an effect on our mood. It elicits emotions and sensations. When you view a love film without sound, it becomes nearly soulless. Sound has the ability to induce both pleasure and despair in equal measure.

Roopchund Randhir et al. (2016), who shared the same study viewpoint, verified that music has the power to alter people's emotions and purchasing behaviors. The manner and length of exposure to an advertisement, as well as the presence or absence of music in it, all have a role in the development of brand attitudes (Park, CW, & Young, SM, 1986). Sound is often utilized in advertising as a means of associating music with a message and as a means of getting customers to remember it.

Taste

Taste is one of the most unique perceptual modalities of humans, according to Hultén et al. (2009) and Roopchund et al. (2016). In reality, terms like "sweet," "sour," and "taste" are often used to convey this function in daily life. Taste is perceived by taste buds on the tongue, on the roof of the mouth, and in the throat.

Lindstrom M. and Kotler P. (2005) argue that the use of taste to endorse goods is very restricted in marketing. Even so, there is still untapped potential to be taken advantage of.

Touch

Touch is described as the sense that allows humans to comprehend three-dimensional things when they are in physical touch with the environment around them. (B. Hultén, N. Broweus, and M. van Dijk, 2009) Touch, according to Krishna A. (2011), is the proximal or direct sense. People can only sense objects that are in direct contact with them via touch.

Touching a product has been demonstrated to have a positive impact on buy intent, product satisfaction, and consumer assessment confidence (Peck, J., & Wiggins, J., 2006). Furthermore, Lindstrom M. and Kotler P. (2005) showed that a customer's sentiments about a brand have a lot to do with the product's quality.

Satisfaction

Previous research has found a strong link between customer happiness and purchasing decisions. Customer satisfaction is a measure of how well a firm's 'whole product' fits a set of customer needs, according to Oliver et al (1997), Nigel Hill et al., (2003), Oliva, T. A et al. (1992), Satti, Z. W, et al (2019). Even a modest change in satisfaction can result in a substantial gain in loyalty, resulting in brand effect.

Furthermore, Oliver et al. (1997) position consumer pleasure as occupying a fundamental place in both theory and practice of the marketing sector, according to Churchill, GA, & Surprenant, C. (1982). The major outcome of marketing and servicing operations that connect the phases leading up to purchase and consumption with post-purchase phenomena like price fluctuations and recurrent purchases is satisfaction as well as brand loyalty.

Oliver et al (1997) also emphasized online satisfaction in their study (e-Satisfaction). This concept can be defined as a customer's pleasure with a certain e-commerce company based on their previous shopping experience.

Trust

Believe is described as "belief in or dependence on some characteristic or trait of a person or thing, or the truthfulness of a statement" in the context of life (Sahney, S., Ghosh, K., & Shrivastava, A., 2013, LT Hosmer 1995). Furthermore, there is a widely held idea that trust is defined as "a person's readiness to rely on another party

in the conviction that the other party will not purposefully let them down" (Moorman, C., Zaltman, G., & Deshpande, R., 1992).

According to McKinney, Yoon, & Zahedi (2002), electronic trust (e-trust) depends on security assurance, reputation, search engine appearance, completeness, presentation, technology and interaction. E-trust, according to some authors (Ribbink et al., 2004; Ghane, Fathian, & Gholamian, 2011), has a direct and indirect impact on e-loyalty. Satisfaction creates electronic loyalty.

Wom

The act of verbal communication between individuals about a specific brand, product, or service is known as word of mouth. Those who receive information and those who disseminate information have no business motives. Furthermore, word of mouth is seen as an independent communication channel between consumers about products and services via non-marketing channels in which the supplier is not involved. It is easy to spread information by word of mouth. According to several studies, word of mouth is more effective than traditional advertising methods such as private selling or popular advertising methods (Katz and Lazarfeld, 1955, Allsop, DT et al., 2007).

"A review by existing or possible former customers regarding a manufacturer or a selling company," according to the definition of electronic word of mouth (eWOM). This review is made available on the internet to a large number of persons and organizations." According to Hennig-Thurau et al. (2004), communication and information exchange via the internet can also be regarded as a type of word of mouth, referred to as online word of mouth (1998). Customer comments and feedback regarding products on e-commerce platforms are other examples of electronic word of mouth. G. Moran, L. Muzellec, and E. Nolan (2014).

Furthermore, social media is employed as a communication instrument that shapes and supports social media thought in the context of electronic word of mouth. To keep their attention, people rely on sharing content, knowledge, personal experiences, and recommendations. Many people exchange business-related news, experiences, and information (Berger & Milkman, 2012). As a result, electronic word of mouth has a good and negative impact on product sales. Overall, electronic word of mouth plays an important role in raising awareness, increasing traffic, and converting viewers into customers. (J. Lee, D. H. Park, and I. Han, 2008)

Repurchase Intention

According to Oliver (1997), loyalty is a profound commitment to consistently repurchase or re-patronize a preferred product or service in the future, regardless of situational influences and possible marketing efforts. ability to induce behavior change. Furthermore, Bloemer and de Ruyter (1998) argue that commitment is a necessary condition for an acquisition to occur.

The concept of repurchase intention has evolved over the years, and it is considered one of the outcome variables of consumer behavior that creates high value, satisfaction, and loyalty. Behavioral loyalty is seen as consistent, repetitive purchasing behavior, while substantive loyalty reflects emotional and psychological attachment (Bowen & Chen, 2001).

3. Hypothesis development and research model

Sensory marketing is giving customers good experiences that promote a company's or brand's image and encourage positive consumer behavior (Hultén et al., 2009). From a strategic standpoint, marketers may use sensory marketing to impact consumer expectations (Spence et al., 2014). This theoretical foundation argues that sensory arousal becomes the source of distinguishing ingredients, which has a positive correlation with consumer pleasure and return intent. In other words, the link between sensory stimulation and consumer reaction is supported by this idea. This viewpoint may influence customer happiness, length of stay, purchase choice, and willingness to return to the business (Erenkol, 2015).

As a result, the authors have come up with the following hypothesis:

H1: Sensory Marketing has a positive impact on consumer satisfaction on e-commerce platforms

When clients must make choices with uncertain results, trust is critical (Kuo, Zhang, & Cranage, 2015; Ladhari & Michaud, 2015). Positive emotions are elicited through sensory marketing, which leads to behavioral responses such as purchases or repeat visits. According to Kuczamer-Kłopotowska(2017), consumer purchase decisions are influenced by sensory marketing. As a result of helping to create customer trust, sensory marketing promotes brand and product awareness and leads to more favorable consumption behavior (Jang & Lee, 2019). According to Teresa et al. (2018) sensory marketing can be an important factor to increase customer trust in product attributes

As a result, the authors have come up with the following hypothesis:

H2: Sensory Marketing has a positive impact on consumer trust on e-commerce platforms

Haase & Wiedmann (2018) has provided important evidence in their research regarding the relationship between Sensory Marketing and customer word-of-mouth behavior. Sensory marketing strategies should apply multi-sensory marketing forms to enhance consumers' feelings during online shopping (Hwang, A. H., Oh, J., & Scheinbaum, A. C., 2020), thus leading to the pleasure and excitement felt by consumers and it may serve as drivers for word-of-mouth activities (Lovett, Peres, and Shachar 2013), because consumers are likely to share fun, news and experiences with their peers (Berger 2014).

As a result, the authors have come up with the following hypothesis:

H3: Sensory Marketing has a positive impact on consumer word of mouth on e-commerce platforms

Client satisfaction is assessed behaviorally by inquiring whether or not the customer would buy or utilize the company's services again (Tjiptono, 2014).

Consumers might be happy or unsatisfied after purchasing a product, according to Kotler and Keller (2009), and participate in post-purchase behavior. Customers who are satisfied with a product will buy it again, praise it in front of others, pay little attention to rival brands and marketing, and purchase additional items from the same firm.

Based on the above definition, repurchase interest is a purchase activity carried out by consumers after they make their first purchase of a product or service that is repeated for a period of time and actively likes and has a positive attitude toward a product or service, based on previous experiences (Sihombing et al., 2021). Consumers' repurchase intentions emerge after they have made purchases of products or services. The urge to repurchase will be established once the customer has used the services online.

The desire to buy anything from a website again is referred to as repurchase intention (Waruwu and Sianipar, 2021). The choice to acquire another service from the same company is referred to as repurchase intention.

As a result, the authors have come up with the following hypothesis:

H4: Satisfaction has a positive impact on consumer repurchase intention e-commerce platforms

The term "repurchase intention" refers to a person's decision to buy a certain service from the same organization again, taking into consideration the present situation and potential situations (Lacey and Morgan, 2007). A lot of research has looked at discovering pre-fundamental characteristics that influence the likelihood of repeat purchases (Hocutt, 1998; Storbacka et al., 1994; Zahorik and Rust, 1992). Customers' self-reported probability of participating in future repurchase activity is represented by repeat purchase intention (Seiders et al., 2005).

Trust is a critical component in securing a company's brand's long-term success. Aysel Erciş (2012) explains trust and commitment as antecedents of loyalty and repurchase intention. Customers with high brand loyalty are those that purchase a brand on a regular basis and have a strong attachment to it (Baldinger and Rubinson, 1996). Customers who have previously committed to a brand become loyal to it and buy from it again. As a result, the authors have come up with the following hypothesis:

H5: Trust has a positive effect on consumers' repeat purchase intention on e-commerce platforms

Consumer desire to repurchase is linked to favorable word of mouth, according to previous empirical evidence. Consumers who believe that service quality meets or exceeds their expectations are more likely to share their good experiences and impressions with others and suggest the service to others. These favorable experiences and impressions assist not just other prospective customers, but also current customers who plan to purchase again.

Consumers who purchase online via an e-commerce business believe that the greater the word of mouth, the more likely they will buy again online, according to Prahiawan W (2021). When consumers obtain electronic word of mouth in e-commerce, they are more likely to repurchase. This implies that electronic word of mouth may both improve and diminish a consumer's repurchase intention in online shops. In this study's path analysis, electronic word of mouth strengthens the impact of electronic trust on consumers' online store repurchase intentions. As a result, the authors have come up with the following hypothesis:

H6: Word of mouth has a positive effect on consumers' repeat purchase intention on e-commerce platforms

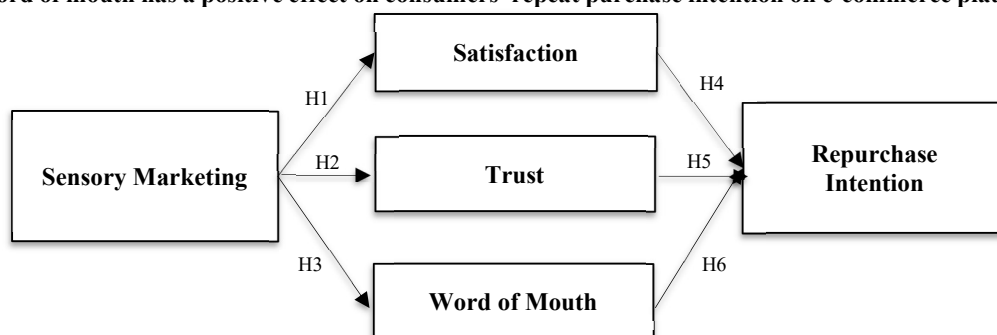


Figure 1: Research model

4. Data Analysis and Research Results

4.1 Description of sample

Among the 595 respondents, 197 were male (34.7%) and 371 were female (62.1%), 27 respondents were other (3.2%). The majority of the participants are between the ages of 18 and 25. Although the majority of people in this age group have a high degree of education, they do not have a high income. Nearly 60% of those who responded to the study had an annual income of less than 500USD/month (6000USD annual). This is a typical representative sampling of Vietnam's current internet commerce environment.

4.2 Preliminary test of measurement scales

The Cronbach's Alpha coefficient of the component variables included in the scale was tested by the research team. The scales all have a Cronbach's Alpha coefficient of greater than 0.6, which is satisfactory, and a total variable correlation coefficient of greater than 0.3. The variables that were satisfactory were then included in the EFA exploratory factor analysis. Principal Axis Factoring with Promax Rotation was used to extract factors. The KMO index of the EFA analysis is 0.954, and the Bartlett test value is significant (Sig = 0.000), indicating that the observed variables are correlated in terms of the total number of observations. The extracted total variance is 74.844% (condition >50%). These variables account for 74.844% of the variance in the data.

Table 1. Summary of reliability and Average Variance Extracted of measurement scales

No.	Measurement scale	No. of observation variables	Cronbach's Alpha	Average Variance Extracted	Conclusion
1	Sight (SI)	4	0.837	67.49%	Highly reliable
2	Smell (SME)	4	0.891	75.83%	
3	Sound (SO)	4	0.924	81.5%	
4	Touch (TO)	4	0.896	76.32%	
5	Satisfaction (SF)	5	0.925	77.08%	
6	Trust (TR)	4	0.915	79.66%	
7	Word of mouth (WOM)	5	0.927	77.47%	
8	Repurchase intention (RI)	5	0.92	75.98%	

4.3 Finding and Discussion

After performing Cronbach's Alpha and exploratory factor analysis (EFA), the research team found that all factors were eligible, so they continued to conduct regression analysis. In this step, the research team intends to run 4 regression models. In which, the first 3 models will be the impact of Sensory Marketing (SM) on Satisfaction (SF), trust (TR) and word of mouth (WOM). The final regression model evaluates the impact of Satisfaction (SF), trust (TR) and word of mouth (WOM) on repeat buying behavior (RI). When performing univariate regression analysis

of Sensory Marketing (SM) to Satisfaction (SF), Trust (TR), Word of mouth (WOM), the R2 values of these regression analyzes respectively are 0.461, 0.29, 0.392, showing that the built regression model fits the data set 46.1%, 29% and 39.2%, respectively. The study did not find multicollinearity with VIFs all less than 2 and sig = 0.000. For multiple regression analysis model the impact of Satisfaction (SF), Trust (TR), word of mouth (WOM) on repeat purchase intention (RI), the value R2=0.576 is significant. This model fits the existing market data set of 57.6%. The study did not appear multicollinearity and the value sig=000. The results are shown in Table 2 .

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.514	0.086	0.680	17.612	.000	1.000	1.000
	SM	0.581	0.026		22.577	.000		
Dependent variable: SF - Satisfaction								
2	(Constant)	1.988	.099	0.54	20.006	.000	1.000	1.000
	SM	.464	.030		15.605	.000		
Dependent variable: TR - Trust								
3	(Constant)	1.639	0.94	0.627	17.362	.000	1.000	1.000
	SM	0.554	0.028		19.588	.000		
Dependent variable: WOM - Word of mouth								
4	(Constant)	.207	.111		1.866	.063		
	SF	.385	.043	.362	8.868	.000	.428	1.335
	TR	.211	.040	.199	5.282	.000	.502	1.994
	WOM	.301	.043	.292	7.076	.000	.418	1.394
Dependent variable: RI - Repurchase intention								

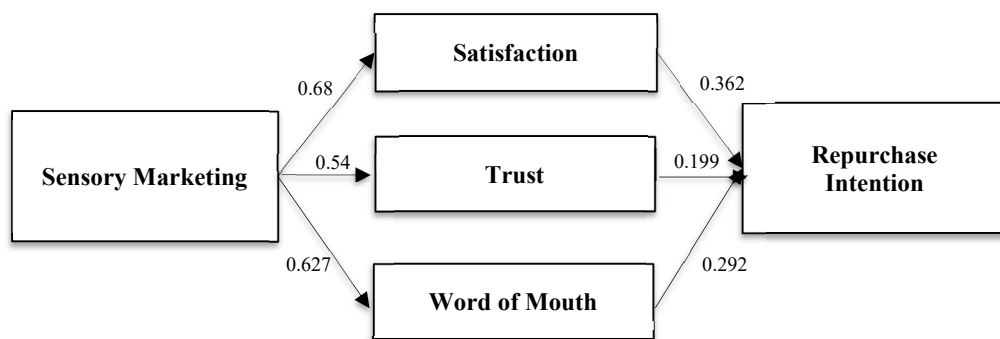


Figure 2: Research result

The results of testing the linear structural model have shown that the Sensory Marketing factor has a positive impact on satisfaction (H1). According to research by Hultén in 2012 and Lin in 2004, it emphasizes the sensory components of items and the delightful experiences that consumers want, generally through the use of sensory signals. In a study published in 1998 by author Compeau et al, the impact of sensory cues on consumer satisfaction with a product was explored, and it was discovered that they improved the subjective appraisal of the product. As a result, it is clear that Sensory Marketing influences client satisfaction. Because the β value = 0.68 > 0 in a simple

regression analysis, Sensory Marketing will have a positive impact on consumer happiness during the buying process on e-commerce platforms when employed appropriately.

The hypothesis H2 "Sensory Marketing Factor Has a Positive Impact on Trust" is statistically significant, according to the findings of multiple linear regression analysis, with value = $0.54 > 0$. This finding is consistent with earlier research, such as Teresa et al. (2018), who found that sensory marketing can be an essential component in increasing customer belief in product attributes. When clients must make decisions with unknown outcomes, trust is essential (Kuo, Zhang, & Cranage, 2015; Ladhari & Michaud, 2015). Sensory marketing elicits positive emotions, which leads to behavioral responses such as purchases or return visits. Consumer purchasing decisions are influenced by sensory marketing, according to Kuczamer-Kłopotowska(2017). Sensory marketing enhances brand and product awareness and leads to more favorable consumption behavior as a result of helping to build customer trust (Jang & Lee, 2019).

After performing a consumer survey and using regression analysis results for hypothesis H3 "Sensory Marketing Factor Has a Positive Impact on Word of Mouth," the results were = $0.627 > 0$. This demonstrates the hypothesis. This hypothesis is widely accepted. That explains why a good brand will obtain a certain amount of trust from customers if customers have multisensory views of it. In terms of socioeconomic development, people's labor intensity is increasing, resulting in a reduction in the amount of time they spend shopping and entertaining themselves, particularly among young people. Trying out new brands isn't the greatest way to go. As a result, today's young people are shifting away from shopping in a variety of places, one at a time, and toward being devoted to one or a few trusted businesses. That behavior is quite plausible, demonstrating the validity of the research team's hypothesis H3. In terms of socioeconomic development, people's labor intensity is increasing, resulting in a reduction in the amount of time they spend shopping and entertaining themselves, particularly among young people. Trying out new brands isn't the greatest way to go. As a result, today's young people are shifting away from shopping in a variety of places, one at a time, and toward being devoted to one or a few trusted businesses. That behavior is quite plausible, demonstrating the validity of the research team's hypothesis H3. The regression analysis of hypothesis H3 has supported the study findings of prior investigations, such as: In their study, Haase and Wiedmann (2018) produced vital evidence about the relationship between Sensory Marketing and customer word-of-mouth behavior. Sensory marketing strategies should use multi-sensory marketing forms to enhance consumers' feelings while online shopping (Hwang, AH, Oh, J., & Scheinbaum, AC, 2020), resulting in consumer pleasure and excitement, as well as serving as drivers for word-of-mouth activities (Lovett, Peres, and Shachar 2013), because consumers are likely to share fun, news, and experiences with their peers (Berger 2014).

The findings also support hypothesis H4, which states that "satisfaction has a favorable impact on repurchase intention." Pre-fundamental features that influence the likelihood of repeat purchases have been studied extensively (Hocutt, 1998; Storbacka et al., 1994; Zahorik and Rust, 1992). Repeat purchase intention represents a customer's self-reported likelihood of participating in future repurchase activity (Seiders et al., 2005). The regression analysis revealed that = 0.362 , indicating that the hypothesis is accepted. In fact, when it comes to reviewing and deciding whether or not to buy a specific product on an e-commerce platform again, consumers prefer to shop at stores that satisfy them during the purchase process. Furthermore, as e-commerce platforms have grown in popularity, consumers have become more demanding and selective in their product selections, particularly in the fashion industry - the items that buyers prioritize. Directly to the business to see if there's a match. Consumers' buying behavior has steadily moved from direct purchases to online transactions as a result of the COVID-19 pandemic and social distancing guidelines to avert the outbreak. As a result, customer happiness is one of the most critical elements influencing their propensity to purchase again.

With the hypothesis H5 "Trust has a positive effect on the repeat purchase intention of consumers on the e-commerce floor". The research team calculated that this factor has $P < 0.05$ and the estimated value Estimate = $0.199 > 0$, indicating that it has statistical significance, based on the results of the consumer survey. As a result, the theory stated above is accepted. Given the prevailing sentiment of Vietnamese customers, this is very logical. Customers who have faith in a particular brand or seller are more likely to return. The regression Estimate = $0.199 > 0$ revealed that, while trust has a favorable effect on the desire to repeat buy, the impact is not as substantial. That is explained by the fact that in the e-commerce environment, customers are alternately influenced by other elements such as appealing after-sales processes or the impact of competitors' marketing strategies, among myriad attractive choices for the same fashion goods. As a result, client trust is harmed and easily shattered. The findings of this investigation corroborated those of prior studies. Repurchase intent refers to a person's decision to buy a specific service from the same organization again, taking into account the current situation and possible conditions (Lacey and Morgan, 2007). Several research have looked into the underlying pre-variables that influence repurchase intent (Hocutt, 1998; Storbacka et al., 1994; Zahorik and Rust, 1992). A customer's self-reported ability to engage in later repurchase action is referred to as repurchase intention (Seiders et al., 2005).

Hypothesis H6 of the research team that: "Word of mouth has a positive effect on repeat purchase intention on e-commerce floors". The results show that word of mouth has a P-value equal to *** or P-value < 0.001 , Beta coefficient = 0.292 . Thus, hypothesis H5 is accepted. Word of mouth always has a strong impact on repeat purchase

intention, which has been demonstrated by studies of Kim et al., 2009; Cantalops & Salvi, 2014; Liu & Lee, 2016. Consumer desire to repurchase is linked to positive word of mouth, according to previous empirical evidence. Consumers who believe that service quality meets or exceeds their expectations are more likely to share their positive experiences and impressions with others and suggest the service to others. These excellent perceptions and experiences benefit not only other potential customers, but also customers who plan to buy again in the future. Kim et al., 2009; Cantalops & Salvi, 2014; Liu & Lee, 2016) are only a few examples.

5. Recommendations

The authors may give some suggestions for state management agencies, firms, and consumers based on the findings of the study process in order to maximize the advantages of multilateralism. Those who take part in e-commerce transactions Businesses must concentrate on establishing and implementing marketing strategies in order to increase consumer repeat buy rates while also attracting more new clients. Sensory marketing, in particular, has been demonstrated to be a successful form of consumer acquisition through study. To safeguard enterprises and consumers, state management authorities must augment and complete the legal corridor and policies. Furthermore, competent state agencies must create a favorable environment for the development of e-commerce transactions by (1) constructing technical and technological infrastructure, (2) strictly enforcing business activity management on e-commerce platforms, and (3) establishing financial support policies for businesses.

Sensory marketing has a substantial and beneficial effect on customers' purchase choices, according to study findings. As a result, buyers must exercise extreme caution before making a transaction on an e-commerce site. To minimize needless risks, consumers must be cautious of non-essential wants coming from business people's sensory cues. Furthermore, buyers should make it a habit to study the conditions of the seller or the company that provides the goods on the e-commerce site before purchasing it. If you have any queries concerning the terms of service, you should seek advice from experts or directly contact a company representative.

6. Limitations and Further research directions

The survey participants in this research are young persons between the ages of 18 and 25, who are studying and working in Hanoi. As a consequence, the findings of the study cannot be applied to all Vietnamese customers. At the same time, the topic's study technique is still restricted. Because of the limited time frame for data collection, the study team solely used convenience sampling. Furthermore, throughout the evaluation process, the research team discovered that there are still many additional elements influencing repeat buy intention on e-commerce platforms that the study team was unable to investigate owing to limited resources.

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